

12-03-2002



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PBW&T File No.: H0286-095

TRADEMARKS RECORDATION COVER SHEET

Commissioner of Patents and Trademarks: Please record the attached original document or copy thereof.

| | | | |
|---|----|---|---|
| 1. Name of conveying party: | | 2. Name and Address of receiving party: | |
| Enter Name and Address of Conveying Party Creative Assembly, Inc. 539 Yosemite Court Roselle, IL 60172 11-21-02 | | Enter Name and Address of Receiving Party Hasbro, Inc. 1027 Newport Avenue Pawtucket, Rhode Island 02862-1059 | |
| Type of Entity: Corporation-State - Illinois | | Type of Entity: Corporation-State - Rhode Island | |
| Additional names(s) of conveying party(ies) attached? | No | If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes/No | |
| | | Additional name(s) & address(es) attached? Yes/No | |
| 3. Nature of Conveyance: | | | |
| Assignment | | | |
| Execution Date: | | | |
| 4.A. Trademark Application No(s): | | B. Trademark Registration No.(s) | |
| 75/523,818 filed July 23, 1998 | | | |
| Additional numbers attached? | | No | |
| 5. Name and address of party to whom correspondence concerning document should be mailed: | | 6. Total number of documents involved: 1 | |
| PATTERSON, BELKNAP, WEBB & TYLER LLP 1133 Avenue of the Americas New York, New York 10036-6710 Attn.: IP Department | | 7. Total fee (37 CFR 3.41): \$ 40.00 | |
| | | Enclosed as part of Check No. 123407 | |
| | | In the event the actual fee is greater than the payment submitted or is inadvertently not enclosed or if any additional fee due is not paid, the Patent and Trademark Office is authorized to charge the underpayment to Deposit Account No. 16-0633. | |
| DO NOT USE THIS SPACE | | | |
| 8. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. | | | |
| Kim J. Landsman | | November 22 2002 | |
| Name of Person Signing | | Signature | |
| | | Date | |
| Total number of pages including cover sheet, attachments, and document: | | | 6 |

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FINANCE SECTION

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OFFICE OF PUBLIC RECORDS

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TRADEMARK
REEL: 002625 FRAME: 0791

ASSIGNMENT OF TRADEMARK/SERVICE MARK RIGHTS

This ASSIGNMENT OF TRADEMARK/SERVICE MARK RIGHTS (the "Assignment") is made as of the 19~~th~~ day of NOVEMBER, 2002 between CREATIVE ASSEMBLY, INC., an Illinois corporation ("Assignor"), and HASBRO, INC., a Rhode Island corporation ("Assignee").

WHEREAS, Assignor has adopted, used and is using the trademark MAKE YOUR OWN OPOLY (the "Mark") for which it filed an application to register the Mark in the United States for use on board games in International Class 28, Application Serial Number 75/523,818;

WHEREAS, Assignee wishes to acquire all rights, title and interest in and to the Mark together with the goodwill and applications associated with the Mark;

NOW, THEREFORE, for good and sufficient reasons and other considerations, the receipt and adequacy of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, its successors and assigns the entire right, title and interest in and to the Mark together with the goodwill of the business symbolized by and associated with the Mark and all applications; the right to sue for and recover damages for past infringement of the Mark; and all licenses related to the Mark.

This assignment is effective and has been fully executed on the date first

above written.

CREATIVE ASSEMBLY, INC.

By: 

Lawrence J. Balsamo
President

HASBRO, INC.

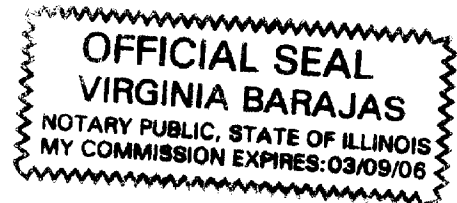
By: 

Barry Nagler
Senior Vice President and
General Counsel

STATE OF ILLINOIS)
) ss.:
COUNTY OF COOK)

On the 19th day of November in the year 2002 before me, the undersigned, a Notary Public in and for said State, personally appeared Lawrence J. Balsamo personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.

Virginia Barajas
Notary Public



STATE OF RHODE ISLAND)
) ss.:
COUNTY OF Providence)

On the 24th day of October in the year 2002 before me, the undersigned, a Notary Public in and for said State, personally appeared Barry Nagler personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.

Kristen M. Riebel
Notary Public

MY COMMISSION EXPIRES 03/09/06
JAN 24 2004